



# Put the 'Fun' back into Fundraising!

## with

# Variety – the children's charity

### Entrant Fundraising Kit

*To assist entrants with ideas for who to contact, fundraising ideas and what to put into a letter when asking for donations to support your participation and the children Variety assist across Victoria.*

Reviewed May 2009



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## **FUNDRAISING**

There are a few simple rules that Entrants should observe when seeking fundraising or donations for their entries.

Although the Splash is a whole lot of fun, it is not a free holiday. All monies raised by you through donations, fundraising functions, raffles, etc must be given to and officially receipted by Variety - the children's charity.

The cost of preparing your boat, your meals and accommodation is your personal responsibility. Make your donators aware that their donations will directly assist disabled and disadvantaged children and emphasise that you and your team are meeting the cost of preparing the boat and other related expenses.

## **FUNDRAISING GUIDELINES**

Please refer to Appendix 5

## **BANK ACCOUNTS**

Please do not operate bank accounts for funds raised - all money raised, including donations, must be forwarded directly to Variety - the children's charity for receipting. The name of Variety - the children's charity, a Splash Boat or anything similar should never appear on a bank account controlled by a participant.

Supporters' cheques must be made out to Variety - the children's charity. If you receive monies from a supporter either as a cheque made out to you or cash and you want Variety to receipt this as a donation, it is imperative to have the cheque re issued to Variety or to hand the cash to Variety for receipting. Receipts for payments by cheque can only be made out to the name that appears on the cheque.



## RECEIPTING

All receipts will be issued once payment has been banked. Receipts are posted to the crew captain or key contact person at the end of the month. Receipts will not be forwarded to individuals on behalf of crews.

### Receipts

Donations	For straight donations
Sponsorship	For sponsorship of entrant vehicles. Sponsorship incurs GST.
Auction	For goods auction at yacht clubs and en route. Auction receipts are not tax deductible and incur GST
Contribution	All monies received from fundraising, big and small
Meals	Is charged per person, is not tax deductible and are receipted upon request
Insurance	Is charged per boat, is not tax deductible and receipted upon request.

## VARIETY LOGO

Variety - the children's charity logo **must not** be used in any documentation made up for the team (such as team letterhead).

It is imperative that your boat name is the predominant feature of the title. Then you should mention that Variety - the children's charity is the beneficiary of your particular fundraising activity. For example:

**Boat Name**

(Raising funds for Variety - the children's charity Vic Splash)

or

**Boat Name**

(Raising funds for Variety - the children's charity's for 'Special Needs Children' through the Splash)

The general procedure to follow for submitting your supporter's donations is to mark your entrant number or boat name on the back of cheque and send them to the Splash office as you receive them. Receipts will then be issued and returned to the entrant. The entrant must then distribute these receipts to their supporters.

Receipts will only be issued for donations directed to Variety - the children's charity. Receipts cannot be issued for other donations not received by Variety - the children's charity.

And while we're on the subject of fundraising ...

**Variety Splash**  
**c/o LeisureCorp**  
**202/441 Docklands Drive**  
**Docklands VIC 3008**  
**Tel: 03 9642 1227**



***WHEN YOU HOLD A SPLASH RELATED RAFFLE / LOTTERY YOU MUST COMPLY WITH THE REGULATIONS OF THE CASINO AND GAMING AUTHORITY.***

We know that some of you like to surprise us with your fundraising abilities at the very last minute, however, please spare a thought for the officials and our hardworking computer. The last week before the Splash has proven to be extremely hectic and, therefore, all donations must be credited with the Splash Office by the Friday preceding the start of the Splash.

We are always delighted to accept money for our Special Needs Children, and ask that all monies for the Splash are received the week prior to the start of the Splash.

Details of all contributions credited to your Splash commitment are confidential and only available to the Organisers. At no time will other entrants have access to this information.

Variety can only issue receipts for donations, sponsorship etc to the name which appears on the cheque.

Most entrants will be approaching supporters, so here are a few thoughts about fundraising.

#### **EVENT LOGO – NOW AVAILABLE**

Event logos are NOW available to all entrants, once they have signed up with Variety and the event. This logo can be used on letterhead, merchandise and invitations for promotional use of your commitment to the Splash.



All items produced are to be presented to the Splash office for approval by the Splash Event Management team prior to production. The logo's can be supplied in 'jpeg' and 'eps' versions.



## RESEARCH & PLANNING

- Draw up a plan of attack. Do you have contacts in big business or is your network of business acquaintances more modest? If you approach big business, the more you want from each source, the more work you'll need to put into the proposal. If you have more modest means then you should consider the more traditional methods of fundraising such as dinner dances, raffles etc.
- Identify your potential fundraising targets. You need to know the products, services and distribution network of these companies and, most importantly, the right person to speak to (who have the financial delegation to authorise spending supporter's money). In large companies, any proposal not addressed to the appropriate individual will end up in the too hard pile!
- Identify the return to the supporter. The supporter will want to know what is in it for them. Tell them what route the Splash is taking, what exposure will be gained in the media (this information is available from Splash officials), what steps they may be able to take themselves to capitalise on their involvement, and how you will promote their product (it must be relevant).
- Come up with a novel idea or theme. It will help if your boat and team stand out from the crowd. A gimmick or theme will draw attention to the boat. Your supporter will then know that their boat will be noticed. Basing your participation on some community effort involving children with special needs will provide some linkage between the supporter and the local community.
- Do not leave it too late - the supporter will think that it's an afterthought. Careful planning is essential.
- Requesting product, which can be auctioned or raffled, will often bring a better response than a request for money. Auctions are held on the event to assist you with reaching fundraising targets and fundraising awards.



## PUTTING A PROPOSAL TOGETHER

- It must look and appear professional. Include photos or sketches of what you propose the boat will look like in the supporter's logos/colours. Include ideas for team uniforms etc. You must also appear professional when you get the chance to present your proposal.
- Point out the tax deductibility of donations, and that all of the supporters' money will go to Variety - the children's charity. Include Variety - the children's charity information to show the supporter how Variety - the children's charity works for special children. This information is available from the Splash Office, or the website at [www.varietyvictoria.org.au](http://www.varietyvictoria.org.au)
- Make the boat available for promotions by the supporter. If possible, speak to their marketing department; they may have some good ideas.
- Give the supporter a budget of what you will spend on the boat and the event to show them that you are not expecting them to fund a holiday for you.
- Request promotional material from the supporter that can be given away during the Splash.

## MARKETING

- Be prepared to make personal appearances with your boat for your supporter
- Make sure supporters are mentioned whenever the opportunity arises.
- Keep your supporters informed about what's happening with the event and the progress of the boat. Have regular meetings to discuss the progress. Pass on the information and newsletters you get from the Splash office.
- Invite your supporter to join you on the boat on the Splash.
- Invite your supporter to other Variety - the children's charity events such as the Great AFL Grand Final Lunch and Variety VRC Cup Eve Ball etc. Information on these events is available from Variety – the children's charity Head Office.



## MARKETING CONTINUED...

- Use your local Newspapers/TV or Radio station and keep them informed about you and your participation.
- Make it a matter of town/suburban pride that your participation is well supported.
- Contact the press personally and have a prepared statement to give them detailing name of event, dates, names of people in your team, boat being entered, and who has prepared the vehicle. Ask Variety for a list of Appeal recipients and other background information to include. Go to the extent of preparing a press release for them - journalists don't like writing. It is always a good idea to run any releases, etc. past the Variety office - this will ensure up to date information is included.
- Try to involve the local media as part supporters - other supporters will then know they will get coverage.
- Have photos taken of the boat and team to give to the media.
- Have just one spokesperson - otherwise too many people contacting the press about the same team will have a negative effect.
- Consider having a 'launch' of the boat at a local shopping centre or other local landmark and inviting the media.
- Create a website for your boat and crew. Add updates prior to leaving, add supporters logos, link it with your company business, link with supporters, and update while you are away on the actual event.

## PUBLICITY

- The Splash office prepares and distributes press releases and media information. These go to most metropolitan, suburban, and country media outlet and all media outlets on the Splash route. This information will give overall details of the event. In addition, media outlets are directed to entrants in their local area when an inquiry is received for stories with local interest.
- While great efforts are directed into the media campaign, nothing with the media is guaranteed. The success of the media campaign can depend on a number of external factors that are not under Variety's control (this is universally known as 'the media is notoriously fickle' rule).



### Appendix 1

*When asking supporters to donate to your boat remember these key points;*

- Mention who Variety - the children's charity are and who they support – disabled and disadvantaged children.
- Mention the appeals which Variety - the children's charity have granted during the past financial year. This information is available from the Splash Office
- Your history with the event and who your crew are.
- If you went last year – how much you raised and the awards you achieved i.e. Highest Fundraiser award etc.
- How much you would like to achieve this coming year
- Where the Splash will be heading to this year.
- Media you received in the previous year and how you are endeavouring to seek the same support this year and how beneficial it will be for that supporter to see their name either around town or the local suburbs. Please note all press releases are available from Splash Event Management, as well as information about media coverage received.
- Mention you are seeking a donation.
- Donations are tax deductible.
- Sponsorship incurs GST.
- **Special Note:** Variety - the children's charity endeavours to minimise Administration costs and maximise the funds available to assist the children.
- Mention a special closing by way of a line i.e. –  
"Together we can bring a little sunshine into the lives of the Special Needs Children of Victoria".



## Appendix 2

*When asking supporters to come along to the Start, remember these key points;*

- Invite supporters to the start of the Splash at Melbourne Yacht Club Hotel, Docklands.
- Mention the date, venue and time.
- Mention any celebrities who may be attending the start. Please refer to our press release or monthly newsletter closer to the event.
- Advise where visitors parking will be.
- Sign off from you and your crew.



### Appendix 3 *Fundraising Event Ideas*

#### **TRIVIA NIGHTS**

To increase your fundraising you can run trivia nights. There are already a couple of Splashers running these functions. The key to the event is to promote it as a fundraiser and to use it as an opportunity to increase your fundraising. Write yourself a checklist including venue, guests, costs, trivia, and fun games etc.

With the trivia on the night, you can either hire a professional or perhaps do it yourself.

#### **RACE DAYS**

Springtime brings out colour, drinking champagne and of course the racing season. Entrants can create their own race day. A great concept is to hire a bus, order your tickets from the VRC, organise a meeting spot and a little brunch and transport everyone together. Great for a girl's day out.

If Flemington doesn't grab you, look at Caulfield or a Trots night at Moonee Valley.

#### **YOUR OWN RAFFLE**

Entrants can run raffles of their own under the permit of Variety – the children's charity. General guidelines include, value of items must be under \$5,000 and you cannot give cash as a prize. Please speak to the office prior to production to check all guidelines.

#### **AUCTION NIGHTS**

Many of the Splashers run Auction Nights. These can be hosted at your local pub with the locals or you can invite Splashers. Collate as many donated items as possible, from torches, cameras, hampers, lolly packs etc and auction them at your own night. Bring in a cover charge and provide a little food, beverages can always be purchased at the guests own costs.



## **DINNER DANCES**

Along the lines of the Auction Night, perhaps a Dinner Dance is more your style. Seek feedback through your crew and see how many people are interested in attending a great dinner dance. Create yourself a budget and remember to cover your costs, while still fundraising for your participation in the Splash. To assist with your checklist remember these key points, venue (donated), entertainment (donated), MC (donated), meal, beverages (BYO?), auction items (donated & purchased) and cover charge/ticket sales.

## **MERCHANDISE**

Crew merchandise is a great way to promote your boat, especially in your local area with your local businesses there to assist and cross promote. Remember less is more and the easier it is to read your merchandise the bigger the impact. Hats, t-shirts, windcheaters and stickers are just a few items, which work well.

## **WINE TASTINGS**

Who doesn't love a glass of wine? This is your chance to put on a day all your friends, family and colleagues will remember. Hire a bus, type up a flyer on your computer and contact around 4 wineries in one area and put on your own wine tour.

To make your tour unique create a few fun games to play on the bus, like every time you cross a railway line sing the chorus of a song or the national anthem With a group of 10 people you can have a lot of fun while not having to worry about who is driving and where you are going next.

## **SPECIAL NOTES**

The key to your events is to sell them to your friends and colleagues. Remember, most of your crews have many friends and colleagues branching off each other. Remember to advise the event is a fundraiser with the proceeds going to a world-renowned charity – Variety. Variety's office would be more than happy to advertise and promote your events via our monthly newsletter and/or Calendar of Events.



#### Appendix 4

##### *When thanking supporters for their donations;*

- Include your thank you letter on your letterhead.
- Mention how many Splashes you have completed.
- Mention any awards you may have received.
- How much you have raised.
- How much the Splash in total raised.
- Who Variety - the children's charity helps with their fundraising, and what they provide.
- Where you went on the Splash.
- Appeals granted on the Splash.
- Any highlights of the Splash
- Connection details for more information via the Variety - the children's charity - website at [www.variety.org.au](http://www.variety.org.au)
- Personal thank you from you and your crew.
- Details regarding next years Splash and their continued support.
- Certificate of Appreciation, supplied by the Splash Office.



## **Appendix 5**

### **Variety Splash Office Fundraising Policy**

#### **Variety – The Children’s Charity & Tax Deductibility**

As a registered charity, Variety – The Children’s Charity is governed by state and federal legislation. The ATO regulates the ‘tax-deductible’ status of charities and the State Office of Fair Trading regulates the fundraising activities. To preserve our status as a registered charity, we have to operate within the boundaries of the various laws and regulations. There are two main areas affecting the Splash:

**Donations** – Donations are defined as a payment to a charity where there is no expectation of a ‘benefit’ (it must be unfettered). Thus if you receive nothing in return for your donation it is ‘tax-deductible’. If you receive something tangible i.e. a meal or goods of some sort (an auction item maybe), then it is not tax-deductible, considered a purchase and GST applies.

**Fundraising** – Fundraising is controlled by the Office of Fair Trading and they are concerned with the integrity of the system and insist that the purposes of the fundraising are clearly stated by fundraisers. Thus donors must be fully informed as to where their donation will go. They will have an expectation that all of their funds will go to the charity nominated. Attendees at a fundraising function will also have an expectation that the proceeds of the function will also go to the charity unless they have been made **fully aware beforehand** that this may not be the case.

As Variety is seen to be connected to and organising the Splash, we need to be involved with regulating the fundraising activities of our entrants. For this reason, we insist that entrants comply with the letter and intent of the law.

#### **Basic Provisions**

##### **Bank Accounts**

- Bank accounts created for the purposes of assisting with fundraising cannot include the following words; Variety/Club, Splash, Boat, Rally or any combination.



### What to say when Fundraising

- State legislation in regards to fundraising for charities stipulates that it must be clearly and unambiguously stated for what purposes the proceeds will be used.
- Suggested quote = “all proceeds from this fundraising event will go to Variety – The Children’s Charity of Victoria for the purpose of benefiting Special Needs Children.”

### Fundraising and Costs

- Fundraising is not to cover participant costs associated with the Splash. It should not cover fuel, accommodation, meals, expenses or boat costs.

### Banking Donations

- Events/functions run in a particular Splash year (i.e. from the end of one Splash to the end of the next Splash) are designated as being for that Splash year only.
- No funds are to be retained for the following Splash year.
- Cheques forwarded to the Splash office after the Splash and dated prior to or during the Splash are to be banked against that years Splash.
- Cheques for which invoices have been issued (for that years Splash) will be credited to the boat requesting the invoice (when received), whether they are received prior to, during or post Splash. It is the crew captain’s responsibility to follow up payments on the invoices.

### Entrants Fundraising Events

#### Event register

- Entrants must register their events with the Splash office. Entrants must request an Event Form from the office. They will receive an event number.
- Forms are also to be completed after the event, detailing costs and profits associated with the event and forwarded to Variety.
- All flyers, brochures and any other promotional material must be approved by the Splash office. This promotional material must clearly identify that it is the entrant who is raising money for their participation into the Splash, and must not appear to be an ‘official’ event of Variety – The Children’s Charity (i.e. run by Variety – The Children’s Charity).



### **Processing Payments**

- Payments for meals or auction items by cheque, credit card or cash. These cannot be receipted as a donation.
- When entrants send payments to Variety they must stipulate that the payment is either meals or auction in relation to the fundraising event.
- This will be entered against the entrants' Splash boat as a 'non tax deductible donation' and contribute to their entrants' minimum donation.

### **Profit from Entrants Fundraisers**

- The profit from the event will also receive a non deductible receipt. Entrants must advise Variety which payment/s is profit. This "profit" will contribute to an entrants' minimum donation.

### **Credit Card Payment**

- If entrants are unable to bank credit and payments associated with their fundraising event, Variety offer the following alternative;
- Issue pledge/auction cards – whereby purchasers fill in details.
- These cards are forwarded to Variety for banking and entered as non deductible donation to Splash entrant's boat.
- If any credit card is declined – Variety will advise the organiser of the event to follow up.
- Variety has facilities for AMEX, Visa, MasterCard and Bankcard
- To utilise the credit card process entrants must pay Variety a fee of \$30.

### **Merchandise**

- If entrants would like to use the Variety or Variety Splash logo on any merchandise, they must consult Variety for approval prior to production.

### **Issuing Receipts**

- No receipts are to be issued by entrants for donations or payment associated with the Splash. i.e. meals, auctions items, donations and or bookings for personal fundraisers.